



**Commonwealth of Massachusetts Executive Department  
Office of Governor Deval L. Patrick  
Press Release**

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## **GOVERNOR PATRICK PROMOTES MASSACHUSETTS TOURISM INDUSTRY IN TORONTO**

TORONTO – Wednesday, October 9, 2013 – As part of the *Massachusetts – Canada Innovation Partnership Mission*, Governor Deval Patrick today met with top Canadian travel and tourism officials to make the case for the Massachusetts tourism industry at a roundtable discussion in Toronto.

In 2012, the Commonwealth hosted 20 million domestic visitors and 2.1 million international visitors. With 691,000 visitors to Massachusetts last year, Canada was the top country of origin for international visitors to the Commonwealth. Visitors from Canada spent an estimated \$487 million in Massachusetts, and contributed to \$27 million in state taxes. Governor Patrick's *Massachusetts – Canada Innovation Partnership Mission* will build on that exchange by further promoting the Massachusetts tourism industry to the Commonwealth's Canadian counterparts.

"Massachusetts is home to some of America's most renowned icons, history and globally recognized creative economy and cultural talent pool," said Governor Patrick. "In order to maintain our competitive edge in the tourism industry, we must strengthen our global relationships and show the world everything Massachusetts has to offer."

In 2011, tourism was responsible for more than 124,000 jobs and direct spending of \$16.9 billion, bringing \$1.1 billion in state and local tax revenue to the Massachusetts economy. Massachusetts has also partnered with Porter Airlines to increase accessible, affordable air travel between Toronto and Boston, with nine daily flights now serving the two cities.

"Canada is our largest international market and continued investment helps drive visitors to the Commonwealth," said Executive Director of the Massachusetts Office of Travel and Tourism Betsy Wall. "The Governor's visit emphasizes the importance of Canadian visitors to our economy."

From October 8-11, Governor Patrick is leading a delegation of the Commonwealth's government leaders on a *Massachusetts-Canada Innovation Partnership Mission* to strengthen the state's partnership with Canada and expand opportunities between the two for economic development and job creation in the clean-tech, innovation, digital health, financial services, digital gaming, life sciences and academic sectors. Canada is the Commonwealth's largest export partner. Last year, Massachusetts exported

approximately \$3.5 billion in goods and services to Canada, and the two-way exchange was \$11.1 billion in 2012.

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